



WEWS

ORDER

Print Date 10/29/12 Page 1 of 6

Flight Dates 10/30/12-11/06/12

<u>ON YOUR SIDE</u>		<u>Order Sep</u>	00:20:00		
<u>Contract / Revision</u>	<u>Product</u>	<u>Estimate #</u>	1192		
297831	DCCC TV 10.30-11.6.12	<u>Alt Order #</u>			
<u>Original Date / Revision</u>	<u>Agency Com</u>	<u>Billing Type</u>	Cash		
05/17/12 10/29/12	15%	<u>Order Type</u>	GENERAL		
	<u>Billing Contact</u>	<u>Billing Cycle</u>	EOM/EOC		
<u>Advertiser</u>	DCCC	<u>Billing Calendar</u>	BROADCAST		
	1010 Wisconsin Avenue NW - Suite Washington, DC 20007	<u>Demographic</u>	A35+		
<u>Agency</u>	Great American Media	<u>Rev Codes</u>	POL	POL	PARTY
<u>Buying Contact</u>	<u>Sales Office</u>	EWSDC	<u>Product Codes</u>	PL	
1010 Wisconsin Avenue NW - Suite Washington, DC 20007	<u>Sales Region</u>	NAT	<u>Priority</u>	P-1	
	<u>Agency Ref</u>	2	<u>Advertiser Ref</u>		

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	90	\$94,626.25	\$111,325.00	0.00	10/29/12	11/06/12	90	\$94,626.25	\$111,325.00
Totals	90	\$94,626.25	\$111,325.00	0.00					

Billing Plan

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	90	\$94,626.25	\$111,325.00	0.00	10/29/12	11/06/12	90	\$94,626.25	\$111,325.00
Totals	90	\$94,626.25	\$111,325.00	0.00					

Totals



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Contract / Revision **297831** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 05/17/12 / 10/29/12

Order Sep 00:20:00

Advertiser DCCC

Product DCCC TV 10.30-11.6.12

Estimate # 1192

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N 1	WEWS	10/30/12	11/06/12	4-430am America This Morn 4-430a America This Morn	M	4-430a	MTWTF--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	- TWTF--		1	\$125.00		0.00						
Spot	Ch	Date Range		Description		Start/End Time			Weekdays	Length	Rate	Rtg	Type		
				[will be adding this cash to end of contract]											
		Week: 11/05/12	11/11/12	M-----		1	\$125.00		0.00						
N 2	WEWS	10/30/12	11/06/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	6	\$450.00	P-3	0.00	NM	10	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	- TWTF--		7	\$450.00		0.00						
		Week: 11/05/12	11/11/12	MT-----		3	\$450.00		0.00						
N 3	WEWS	10/30/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	6	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	- TWTF--		1	\$675.00		0.00						
		Week: 11/05/12	11/11/12	-----		0	\$0.00		0.00						
N 5	WEWS	10/30/12	11/06/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	- TWTF--		8	\$250.00		0.00						
		Week: 11/05/12	11/11/12	M-----		2	\$250.00		0.00						
N 6	WEWS	10/30/12	11/06/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	5	\$675.00	P-3	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S-		5	\$675.00		0.00						
Spot	Ch	Date Range		Description		Start/End Time			Weekdays	Length	Rate	Rtg	Type		
		1	WEWS 10/29/12-11/04/12	SA GMA 8-9a		8-9a			-----Sa--	:30	(\$675.00)	0.00	NM		
				Credited											
2	WEWS	10/29/12-11/04/12	SA GMA 8-9a			8-9a			-----Sa--	:30	(\$675.00)	0.00	NM		
				Credited											
3	WEWS	10/29/12-11/04/12	SA GMA 8-9a			8-9a			-----Sa--	:30	(\$675.00)	0.00	NM		
				Credited											
4	WEWS	10/29/12-11/04/12	SA GMA 8-9a			8-9a			-----Sa--	:30	(\$675.00)	0.00	NM		
				Credited											
5	WEWS	10/29/12-11/04/12	SA GMA 8-9a			8-9a			-----Sa--	:30	(\$675.00)	0.00	NM		
				See MG 6.6,6.7 [N/A PER BY]											
6	WEWS	10/30/12-11/02/12	M-F GMC 5-6a			5-6a			- TWThF---	:30	\$750.00	0.00	NM		
				Ⓜ MG for 6.5,7.6											
7	WEWS	10/30/12-11/02/12	M-F 430-5am News			430-5a			- TWThF---	:30	\$400.00	0.00	NM		
				Ⓜ MG for 6.5,7.6											
		Week: 11/05/12	11/11/12	-----		0	\$0.00		0.00						
N 7	WEWS	10/30/12	11/06/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	6	\$675.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S		6	\$675.00		0.00						



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Contract / Revision **297831** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 05/17/12/ 10/29/12

Order Sep 00:20:00

Advertiser **DCCC**

Product DCCC TV 10.30-11.6.12

Estimate # 1192



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Contract / Revision **297831** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 05/17/12/ 10/29/12

Order Sep 00:20:00

Advertiser **DCCC**

Product DCCC TV 10.30-11.6.12

Estimate # 1192

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N20	WEWS	10/30/12	11/06/12	SA 7-8p Rotation SA 7-8p Rotation	CM	7P News Weekend	- - - S -	:30	2	\$1,275.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	10/29/12	11/04/12	-----S-			2	\$1,275.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>									
1	WEWS	10/29/12-11/04/12	SA 7-8p Rotation			7P News Weeken									
		See MG 20.3,20.4	[N/A PGM CHG TO PLACE - SA 7PM NEWS]												
2	WEWS	10/29/12-11/04/12	SA 7-8p Rotation			7P News Weeken									
		See MG 20.3,20.4	[N/A PGM CHG TO PLACE - SA 7PM NEWS]												
3	WEWS	10/29/12-11/04/12	SA 7PM News			7-730p									
		(M) Credited													
4	WEWS	10/29/12-11/04/12	SA 7PM News			7-730p									
		(M) Credited													
Week:	11/05/12	11/11/12	-----			0	\$0.00		0.00						
N21	WEWS	10/30/12	11/06/12	SU 6-630p News SU 6-630p News	CM	6-630p	- - - S	:30	2	\$1,525.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	10/29/12	11/04/12	-----S			2	\$1,525.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>									
1	WEWS	10/29/12-11/04/12	SU 6-630p News			6-630p									
		Credited													
2	WEWS	10/29/12-11/04/12	SU 6-630p News			6-630p									
		Credited													
Week:	11/05/12	11/11/12	-----			0	\$0.00		0.00						
N22	WEWS	10/30/12	11/06/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	2	\$12,000.00	P-3	0.00	NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	10/29/12	11/04/12	-----			0	\$0.00		0.00						
Week:	11/05/12	11/11/12	M-----			2	\$12,000.00		0.00						
N23	WEWS	10/30/12	11/06/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	- T -----	:30	2	\$7,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	10/29/12	11/04/12	- T -----			2	\$7,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>									
1	WEWS	10/29/12-11/04/12	Tuesday Prime C			10-11p									
		See MG 23.3,23.4	[TU 10-11p 7/10-TFN is NY MED]												
2	WEWS	10/29/12-11/04/12	Tuesday Prime C			10-11p									
		See MG 23.3,23.4	[TU 10-11p 7/10-TFN is NY MED]												
3	WEWS	10/29/12-11/04/12	Tuesday Prime C			10-11p									
		(M) Credited													
4	WEWS	10/29/12-11/04/12	Tuesday Prime C			10-11p									
		(M) Credited													
Week:	11/05/12	11/11/12	-----			0	\$0.00		0.00						
N24	WEWS	10/30/12	11/06/12	Friday Prime C Friday Prime C	CM	10-11p	- - - F -	:30	2	\$4,500.00	P-3	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	10/29/12	11/04/12	- - - F -			2	\$4,500.00		0.00						
Week:	11/05/12	11/11/12	-----			0	\$0.00		0.00						



WEWS

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Contract / Revision 297831 Flight Dates 10/30/12-11/06/12Hiatus DatesOriginal Date / Revision 05/17/12/ 10/29/12Order Sep 00:20:00Advertiser DCCCProduct DCCC TV 10.30-11.6.12Estimate # 1192

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N25	WEWS	10/30/12	11/06/12	M-SU 11-1135P Late New CM		11-1135p	MTWTF--	:30	4	\$2,200.00	P-3	0.00	NM	4	\$8,800.00	
M-SU 11-1135P Late New																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4	\$2,200.00			0.00						
		Week: 11/05/12	11/11/12	-----S		0	\$0.00			0.00						
N27	WEWS	10/30/12	11/06/12	SU 11-1135P Late News CM		11-1135p	-----S	:30	2	\$2,500.00	P-2	0.00	NM	1	\$2,500.00	
SU 11-1135P Late News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S		2	\$2,500.00			0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>									
		1	WEWS	10/29/12-11/04/12	SU 11-1135P Late News		11-1135p									
Credited																
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00						
N29	WEWS	10/30/12	11/06/12	M-F 7-730p CM	The List		MTWTF--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00	
M-F 7-730p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		1	\$1,000.00			0.00						
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00						
N30	WEWS	10/30/12	11/06/12	M-F 730-8P CM	Let's Ask America		MTWTF--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00	
M-F 730-8P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		1	\$1,000.00			0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>									
		1	WEWS	10/29/12-11/04/12	M-F 730-8P		Let's Ask America									
See MG 30.2 [N/A HRA]																
		2	/EWS	11/03/12-11/03/12	Sa 6a-8a News	6-8a										
(MG for 30.1 11/02)																
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00						
N31	WEWS	10/30/12	11/06/12	M-SU 11-1135P Late New CM	11-1135p		MTWTF--	:30	1	\$2,200.00	P-3	0.00	NM	2	\$4,400.00	
M-SU 11-1135P Late New																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		1	\$2,200.00			0.00						
		Week: 11/05/12	11/11/12	M-----		1	\$2,200.00			0.00						
N32	WEWS	10/30/12	11/06/12	M-F 4-5p Dr. Oz CM	4-5p		MTWTF--	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00	
M-F 4-5p Dr. Oz																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		1	\$750.00			0.00						
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00						
N33	WEWS	10/30/12	11/06/12	Sa 6a-8a News CM	6-8a		-----S-	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00	
Sa 6-8a News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S-		2	\$650.00			0.00						
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00						
N35	WEWS	11/03/12	11/03/12	LN after Sports CM	11p-130x		-----S-	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00	
LN after Sports																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S-		1	\$2,500.00			0.00						
N36	WEWS	10/30/12	11/06/12	Sa 6a-8a News CM	6-8a		-----S-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00	
Sa 6-8a News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S-		1	\$1,200.00			0.00						



WEWS

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Contract / Revision**297831**Flight Dates**10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision

05/17/12/ 10/29/12

Order Sep 00:20:00Advertiser **DCCC**Product**DCCC TV 10.30-11.6.12**Estimate # **1192**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N36	WEWS	10/30/12	11/06/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$1,200.00	P-1	0.00	NM		1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 11/05/12	11/11/12	-----	0	\$0.00	0.00											
N37	WEWS	10/30/12	11/06/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$625.00	P-1	0.00	NM		1	\$625.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/29/12	11/04/12	-TWTF--	1	\$625.00	0.00											
Week: 11/05/12	11/11/12	-----	0	\$0.00	0.00											
														Totals	90\$111,325.00	